

CLAIM AMENDMENTS

1. (Original.) A mat device formed from a plastics material, wherein part or all of the surface of said mat possesses adhesive properties.

2. (Original.) A mat device according to Claim 1 formed from a polyurethane gel, which as an inherently sticky surface.

3. (Currently amended.) A mat device according to ~~any preceding claim~~ Claim 1 wherein the mat incorporates an adhesive surface on one face of the mat and the opposing face of the mat incorporates one or more holding shapes adapted to engage with an article.

4. (Original.) A mat device according to Claim 3 wherein the holding shape(s) are adapted to extend through and grip the central spindle hole of a CD.

5. (Currently amended.) A mat device as claimed in ~~any preceding claim~~ Claim 1 wherein the mat device incorporates an image.

6. (Original.) A mat device according to Claim 5 wherein the image is formed on a separate component.

7. (Original.) A mat device as claimed in Claim 6 wherein the image component is retained in a complementary shaped recess formed in one surface of the mat.

8. (Currently amended.) A mat device according to ~~any of Claims 5 to 7 inclusive~~ Claim 5 wherein the image is of a holographic or other "moving image" type, where motion is simulated by altering the angle from which the image is viewed.

9. (Currently amended.) A mat device according to ~~any preceding claim~~ claim 1 wherein the mat device further incorporates a substantially non-elastic, deformable material such that the mat can be bent to adopt a particular shape.

10. (Original.) A mat device as claimed in Claim 9 wherein the deformable material comprises wire.

11. (Currently amended.) A method for making a mat device ~~as claimed in any preceding claim~~ wherein the plastics material incorporates one or more classes of material selected ~~from the list comprising~~ from the group consisting of

a luminescent ~~coloured~~ colored pigment

a fluorescent ~~coloured~~ colored pigment

a thermochromic pigment

a fragrance

an air freshener and

combinations of any of the foregoing.

12. (Currently amended.) A mat device as claimed in Claim 1 which further incorporates components adapted to generate sound.

13. (Original.) A mat device as claimed in Claim 12 wherein said sound components include an energy source, a speaker, and a solid state electronic device incorporating pre-recorded sound and a switch.

14. (Currently amended.) A mat device ~~according to any preceding claim as claimed in Claim 1~~ wherein the plastics material is dispensed into a shaped mould, ~~said mould~~ mold, said mold also forming part of the point-of-sale packaging for the mat device.

15. (Cancelled.)

16. (Currently amended.) A mat device as claimed in ~~any preceding claim~~ Claim 1 wherein the device is formed from a flexible substrate ~~whose~~ having a surface ~~[[is]]~~ coated with a low tack/medium-tack adhesive.

17. (Currently amended.) A mat device as claimed in ~~any preceding claim~~ Claim 1 wherein the device is in the shape of a thin sheet, having an upper

surface and a lower surface and an edge surface, wherein both upper and lower surfaces have adhesive properties.

18. (Cancelled.)

19. (Currently amended.) A method of manufacturing a mat device ~~according to any of Claims 1 to 18 inclusive~~ comprising the steps of: ~~[[-]]~~

- (a) forming a ~~mould~~ mold;
- (b) dispensing into said ~~mould~~ mold a suitable amount of plastics material;
- (c) allowing said plastics material to set; and
- (d) covering the open face of the ~~mould~~ mold to form point of sale packaging.

20. (Original.) A method according to Claim 19 wherein the plastics material is a polyurethane material with inherent low tack/medium tack properties.

21. (Currently amended.) A method according to Claim 19, ~~20 or Claim 21~~ wherein a further component ~~can be~~ is placed in the ~~mould~~ mold, such component ~~[[s]] include~~ selected from the group consisting of an image, wire or other substantially non-elastic deformable material ~~[[s]]~~, sound producing components or ~~the like~~ a combination thereof.

22. (Cancelled.)